



***“Rising Above:
Aging with Passion and Purpose”***

**TFA Annual Conference
October 26-28, 2021
Music Road Convention Center
Pigeon Forge, Tennessee**

Partnership Opportunities

www.tnfederationfortheaging.org

About Tennessee Federation for the Aging

The Tennessee Federation for the Aging, Inc. (TFA) was organized in 1968 and incorporated in 1969 to secure funding for senior citizens programs and services and to serve as an advocacy group for seniors. Over the years, TFA has coordinated with various local, district and statewide organizations to provide service provider training, senior educational workshops, and advocacy to align efforts to improve the overall quality of life for older Tennesseans.

TFA is a non-profit (501c3) charitable organization.

TFA membership consists of representatives from statewide agencies, government agencies, area agencies on aging and disability, senior centers, home health agencies, nutrition providers, adult day care providers, long-term care facilities, senior citizens, caregivers, and students.

TFA's Purpose

To enhance the general welfare of older Tennesseans and to promote civic, educational and social measures relating to the special interests of older Tennesseans.

Conference – Target Audience

Senior Center Directors & Staff, Older Adults and Family Caregivers, Nutrition Site Managers, Area Agency on Aging & Disability Directors, Social Workers, Program Managers & Staff, Home and Community Based Program Staff, Long-Term Care Facilities, Human Resource Agency staff, Long-Term Care Ombudsman, Public Guardians, Legal Services/Elder Law Attorneys, Family Caregivers, Alzheimer's organizations, Behavioral Health agencies, state agencies, faith-based organizations, and other interested parties.

Partnership Exhibit Booths

All exhibit booths include one (1) skirted 8 foot table, two (2) chairs, one (1) wastebasket, and electricity. Partners have the option of having their materials included in conference attendee's registration packet, if they choose not to have a booth. The exhibit booths will be in the **MAIN Meeting Room** this year for ample exposure.

Conference Registration

Partners will need to indicate the staff person(s) that will be attending the TFA conference. There are additional details on the Partnership Registration Form, please include email address.

Additional Partnership Information

TFA will accept Partnerships up to **two weeks** before conference, pending availability. These costs will be due by the date of the conference. To receive all benefits, TFA must receive Partnership forms along with logo information and payment by September 15, 2021. **However, if you want your logo on the registration packet, forms along with logo and payment must be received by July1, 2021. If you need additional information or have questions, please contact Loni Hitchcock at lholloway@ucdd.org or 931-476-4144.** If you would like to ship your materials to the hotel, have them shipped to arrive 2-3 days prior to the conference. Any large items that require special handling please let the Music Road Convention Center know in advance. Ship to:

Guest Name-TFA Conference
C/O Music Road Convention Center
303 Henderson Chapel Road
Pigeon Forge, TN 37863

TFA Conference 2021

Tentative Schedule of Events

Tuesday, October 26

10:00 am – 4:30 pm	Registration
10:00 am – 4:00 pm	Exhibit Booths Open in Main Room
11:30	Lunch/ Entertainment/Welcome & Announcements
12:15-1:30 pm	Opening Session Presentation
1:30 – 2:00 pm	Break & Door Prizes in Main Room
2:00 – 3:00 pm	Workshops/Break-out Sessions
3:00 – 3:30 pm	Break & Door Prizes in Main Room
3:30 – 4:30 pm	Workshops/Break-Out Session

Enjoy the evening on your own in Pigeon Forge/Gatlinburg

Wednesday, October 27

(Breakfast on your own)

8:00 am – 12:00 Noon	Registration
8:00 am – 3:00 pm	Exhibit Booths Open in Main Room
8:30 – 9:45 am	General Session Speaker
9:45 – 10:15 am	Break & Door Prizes in Main Room
10:15 am – 11:15 am	Workshops/Break-Out Sessions
11:15 am – 11:30 am	Door Prizes in Main Room
11:30 am - 1:15 pm	Lunch (Awards & Sponsor Recognition) <ul style="list-style-type: none">○ Legislative Award (each grand division)○ Mrs. Clint (Lena Mae) Pickens Volunteer Award○ Senior Center Innovation Awards
1:30 – 2:30 pm	Workshops/Break-Out Sessions
2:30 – 3:00 pm	Break & Door Prizes in Main Room
3:00 – 4:00 pm	Workshops/Break-Out Sessions

Thursday, October 28

8:30-10:00 am	Breakfast & Closing Session Speaker
10:15-11:30 am	Annual Membership & Board Meeting
11:30 am-12:00 Noon	Call to Conference – Major Door Prizes

TFA Conference Partnership Levels (Special Event, Platinum, Gold, Silver, Bronze and Registration Bag Contributor)

SPECIAL EVENT LEVEL Major Partnership - \$10,000:

- Logo/Name on Registration Packet distributed statewide(need forms, logo and payment by July 1, 2021)
- Recognition at Awards Luncheon event-Hosted by Diamond Partner and TFA
- Opportunity to Speak at Awards Lunch (10 min. limit)
- Recognition as a major partner in all media, including Facebook, *The Voice* Newsletter, Newspapers, Website and Radio PSA's
- Include Partner's Information in Registration Bags
- Tent Card/Signage throughout entire Conference
- Complimentary Exhibit Booth with Prime Location
- Five (5) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Full-page Color Ad in Conference Program Book in Prime Location
- Logo listed on online registration site

PLATINUM LEVEL Major Partnership - \$5,000:

- Logo/Name on Registration Packet distributed statewide(need forms, logo and payment by July 1, 2021)
- Recognition in all media, including Facebook, *The Voice* Newsletter, Newspapers, Website and Radio PSA's
- Opportunity to Include Partner's Information in Registration Bags
- Tent Card/Signage at Opening Lunch
- Recognition & Opportunity to Speak at Opening Lunch (5 min. limit)
- Complimentary Exhibit Booth with Prime Location
- Four (4) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Full-page Color Ad in Conference Program Book in Prime Location
- Logo listed on online registration site

GOLD LEVEL Partnership- \$2,500:

- Recognition on Social Media
- Tent Card/Signage on Break Tables
- Complimentary Exhibit Booth with premium location OR Information in Registration Bags
- Three(3) Complimentary Conference Registrations
- Logo/Name projected on screen during events throughout conference
- Half-page Color Ad in Conference Program Book
- Logo listed on online registration site

SILVER LEVEL Partnership - \$1,000:

- Recognition on Social Media
- Complimentary Exhibit Booth OR Information in Registration Bags
- Two (2) Complimentary Conference Registration
- Logo/Name projected on screen during events throughout conference
- Tent Card/Signage at Closing Breakfast
- Quarter-page Color Ad in Conference Program Book

BRONZE LEVEL Partnership - \$500

- Complimentary Exhibit Booth OR Information in Registration Bags
- Logo/Name projected on screen during events throughout conference
- Recognition in Conference Program Book
- Tent Card/Signage at closing Breakfast
- One (1) Complimentary Conference Registration

Registration Bag Partnership- \$250

- Partner's information in Registration Bags (brochure, flyer, etc)
- Recognition in Conference Program Book

Partnership Registration Form

Special Event Partnership	\$10,000	<input type="checkbox"/>
Platinum Partnership	\$5,000	<input type="checkbox"/>
Gold Partnership	\$2,500	<input type="checkbox"/>
Silver Partnership	\$1,000	<input type="checkbox"/>
Bronze Partnership	\$ 500	<input type="checkbox"/>
Registration Bag Partnership	\$ 250	<input type="checkbox"/>

Total Partnership \$ _____

Organization Contact Information

Contact Name: _____ Contact Email: _____

*Organization: _____

Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

List names and emails of representatives that will be attending the conference through the registration of the partnership.

(Special Event-5 attendees included in partnership; Platinum- 4 attendees included in partnership; Gold- 3 attendees included in partnership; Silver- 2 attendees included in partnership; Bronze -1 attendee included in partnership)

1. _____

2. _____

3. _____

4. _____

5. _____

Will your organization be utilizing the booth portion of the partnership?
Yes _____ No _____

Will your organization provide a door prize?
Yes _____ No _____

***Please send name and logo for your organization as it should appear in all printed conference materials to Loni Hitchcock at lholloway#ucdd.org by September 15, 2021.**

Please send this form along with a check made payable to Tennessee Federation for the Aging, mailed to Robin Rochelle, Attn: TFA Conference, 101 Sam Watkins Blvd. Mt. Pleasant, TN 38474 no later than September 15, 2021 to receive all benefits.

2021 TFA Conference

AD Specs

Ad Sizes:

- Full-Page Vertical Ad: 7.5" wide X 10" high (Full Color)
- Half -Page Horizontal Ad: 7.5" wide X 4.75" high (Full Color)
- Quarter-Page Vertical Ad: 3.5" wide X 4.75" high (Full Color)

Files Accepted:

JPG, EPS, PNG, PDF, TIFF, Word

Ad Deadline:

September 15, 2021

Send Files To:

lholloway@ucdd.org



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Music Road Resort Conference Center
303 Henderson Chapel Road
Pigeon Forge, TN 37863